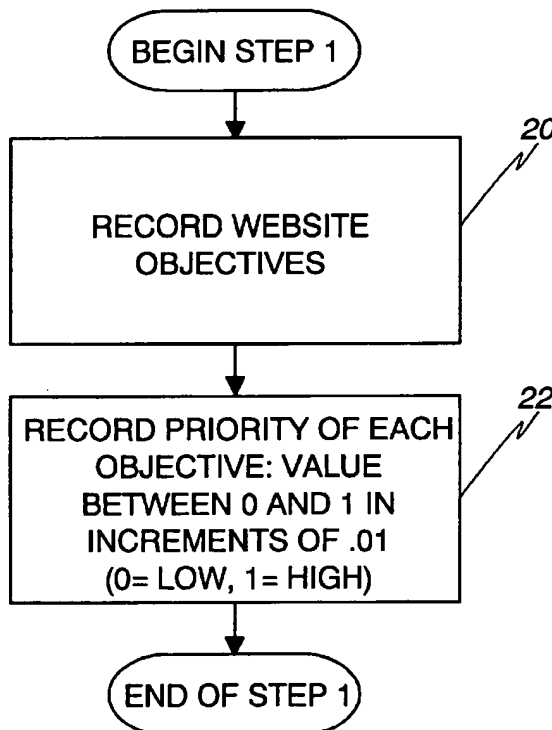
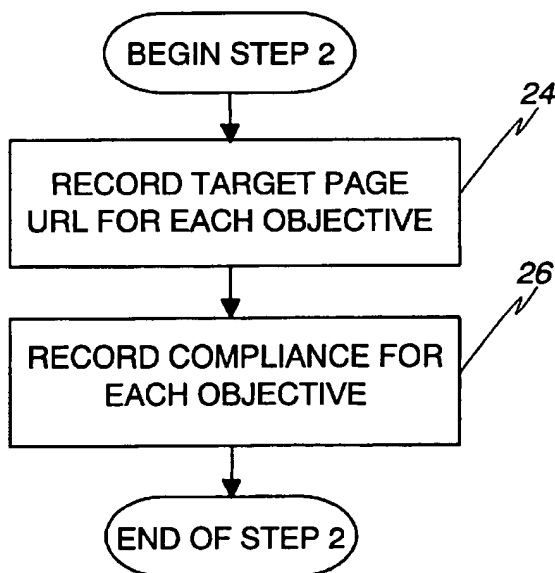


*Fig. 3*

## STEP 1- DEFINE AND PRIORITIZE WEBSITE OBJECTIVES

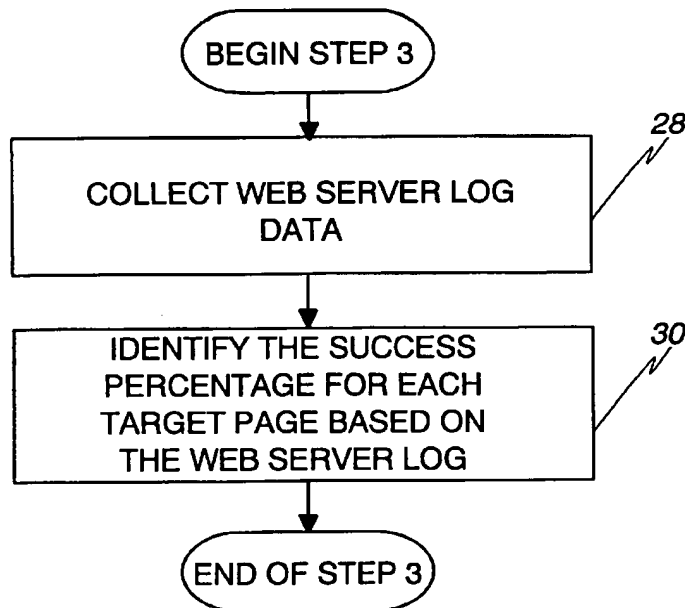
*Fig. 4*

## STEP 2- SPECIFY TARGET PAGE AND COMPLIANCE FOR EACH OBJECTIVE

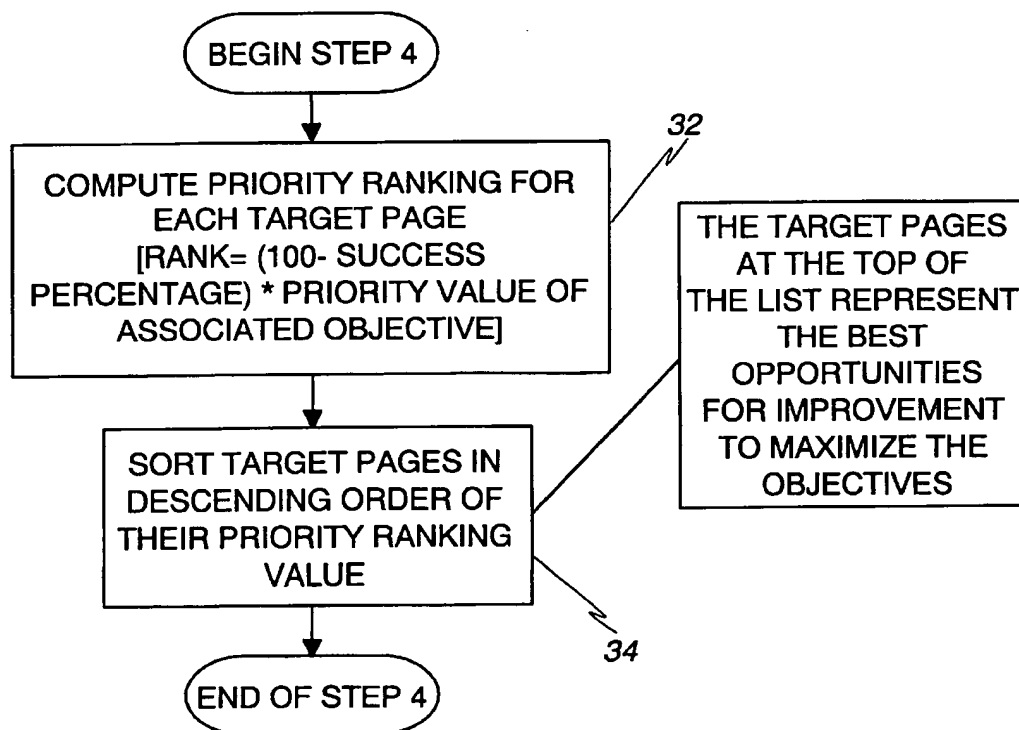


*Fig. 5*

## STEP 3- CONDUCT WEB SERVER LOG ANALYSIS

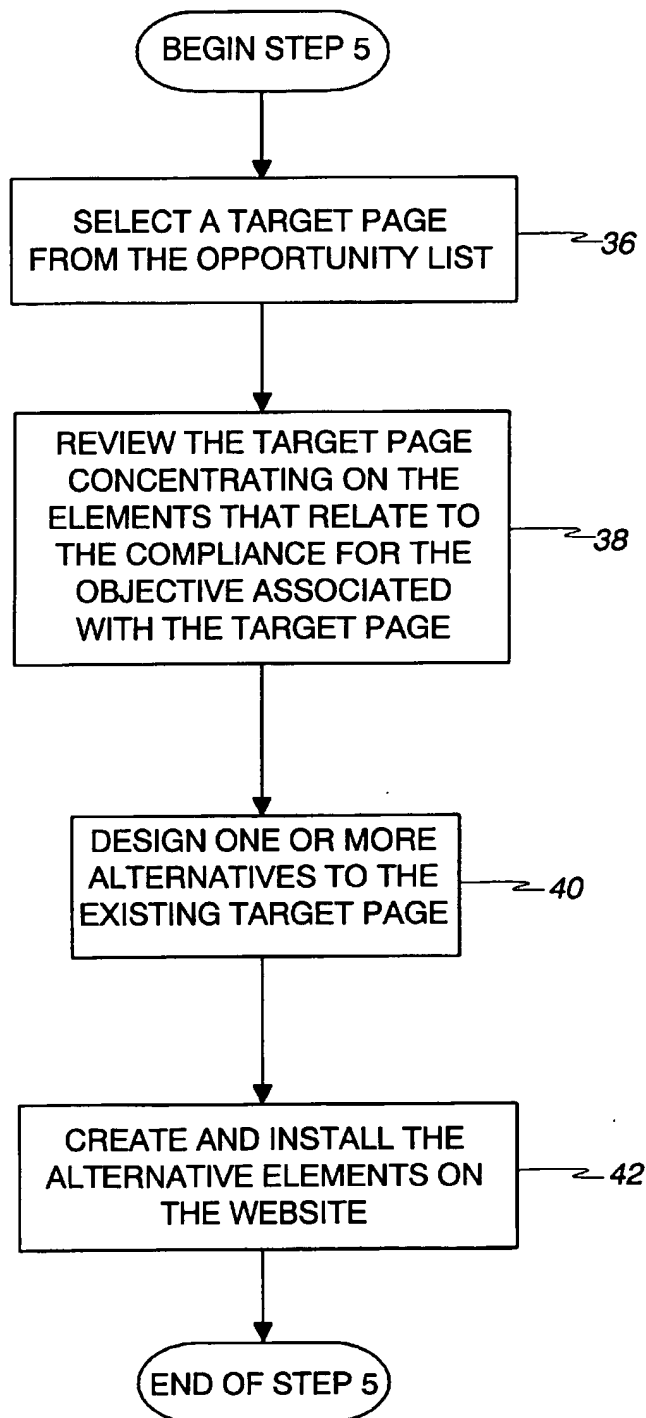
*Fig. 6*

## STEP 4- IDENTIFY AND PRIORITIZE OPPORTUNITIES



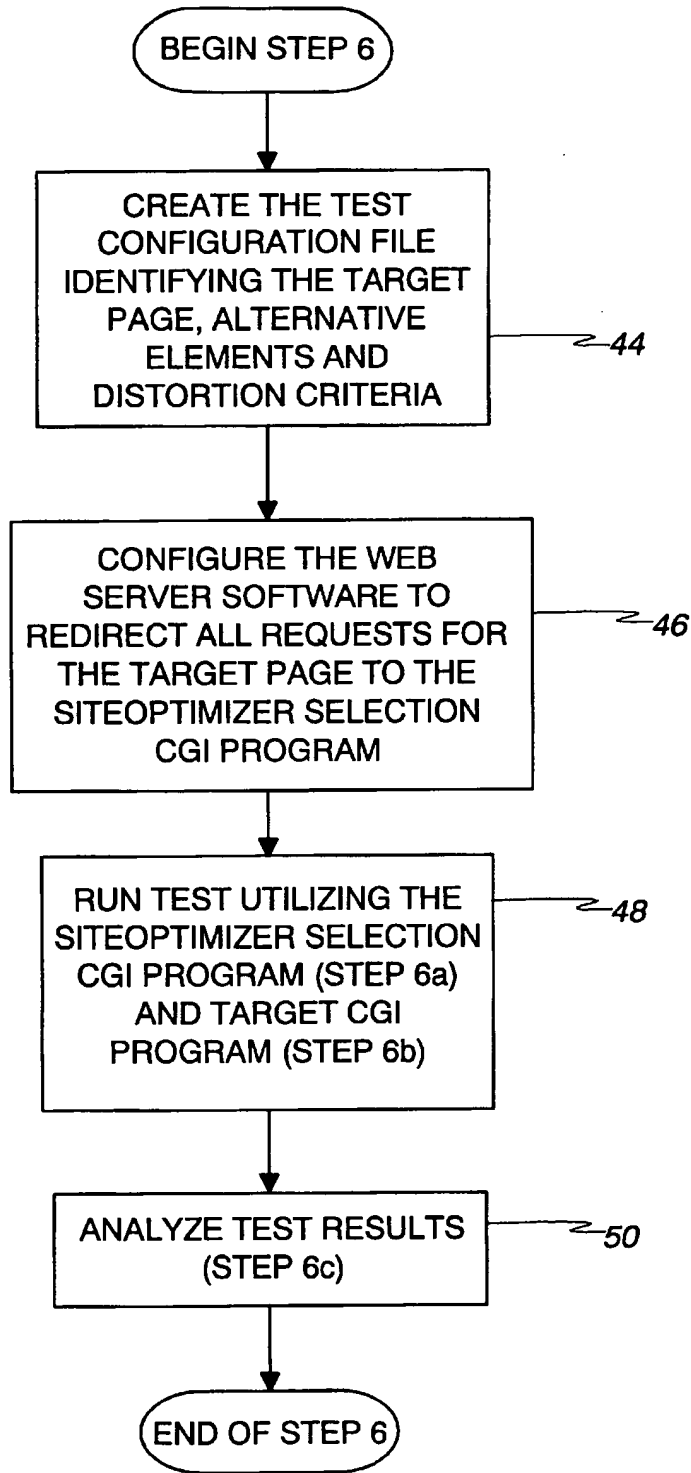
*Fig. 7*

## STEP 5- DESIGN TEST FOR EACH OPPORTUNITY

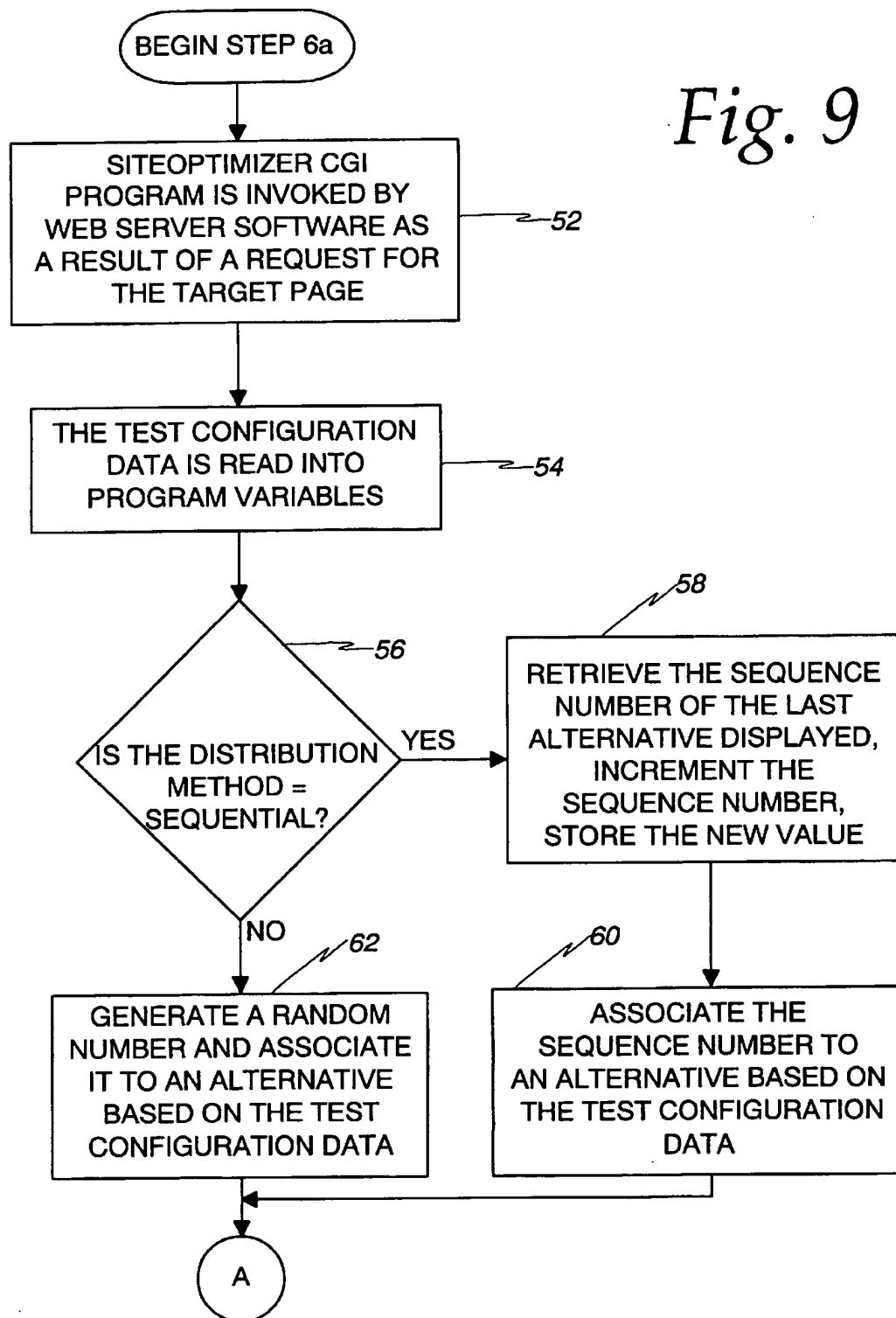


*Fig. 8*

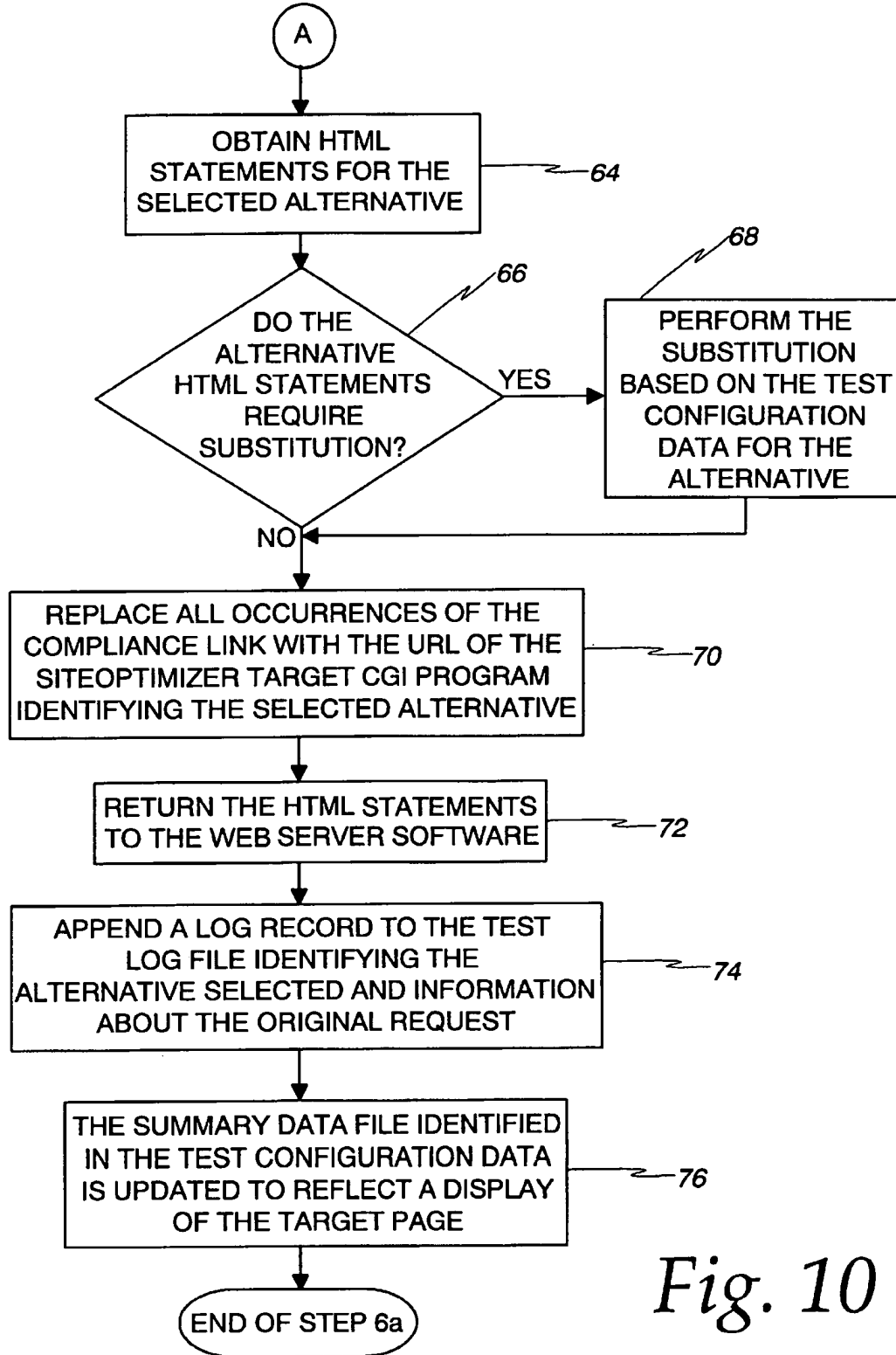
## STEP 6- CONDUCT TESTS



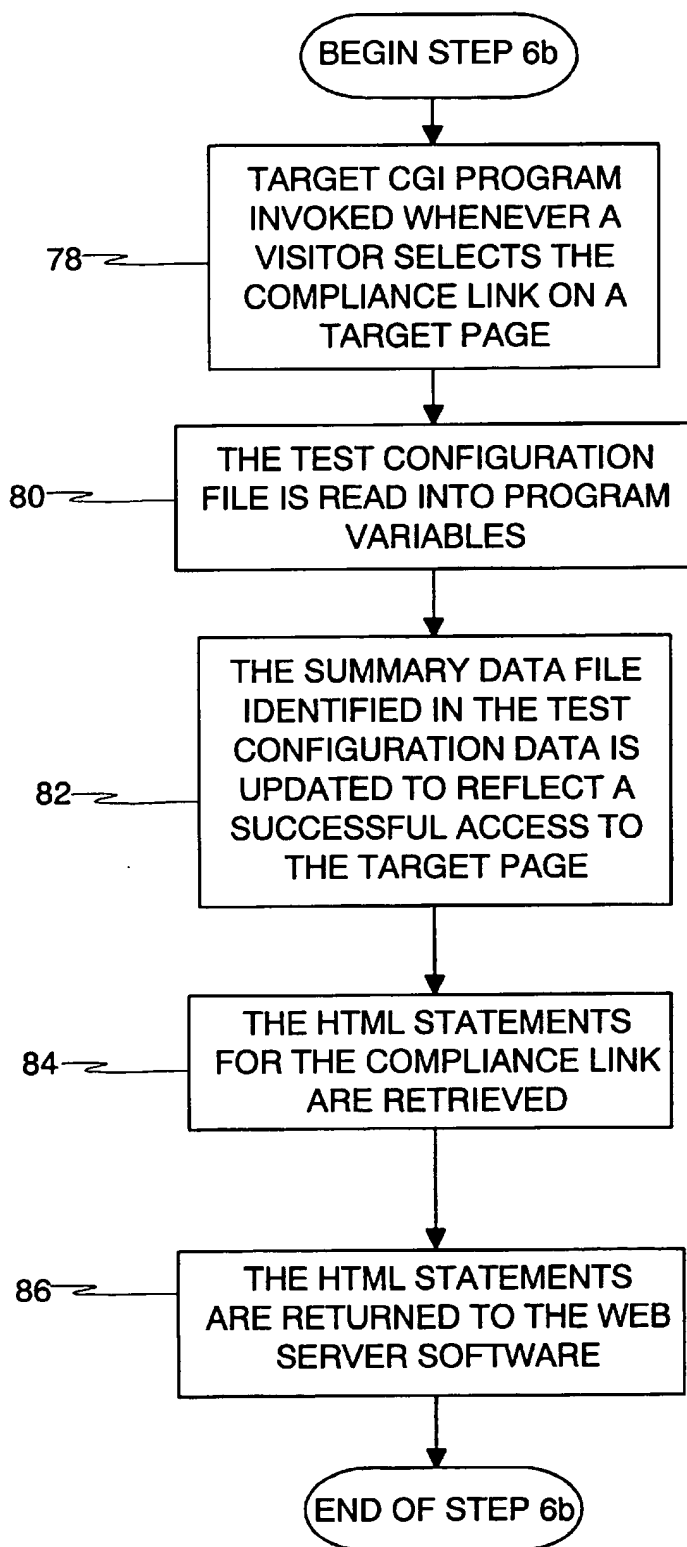
## STEP 6a- SITEOPTIMIZER SELECTION CGI PROGRAM

*Fig. 9*

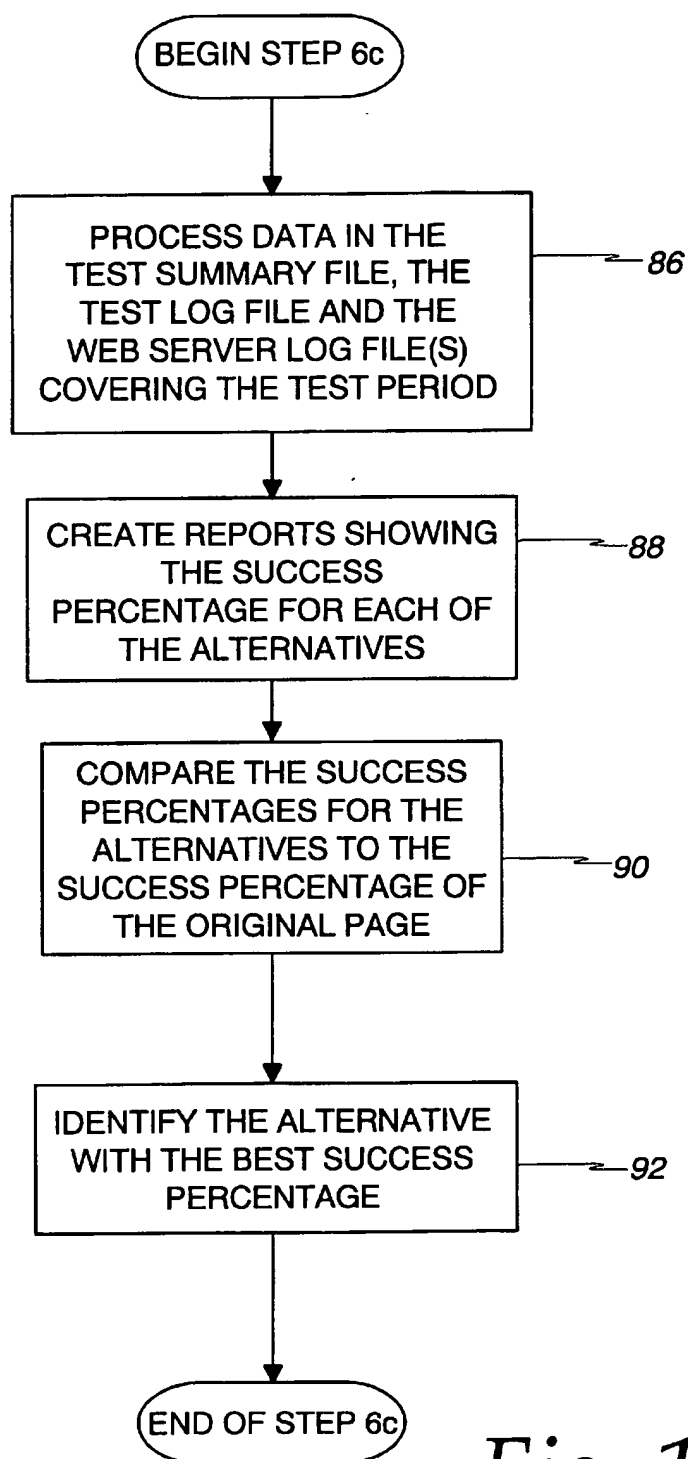
## STEP 6a- SITEOPTIMIZER SELECTION CGI PROGRAM

*Fig. 10*

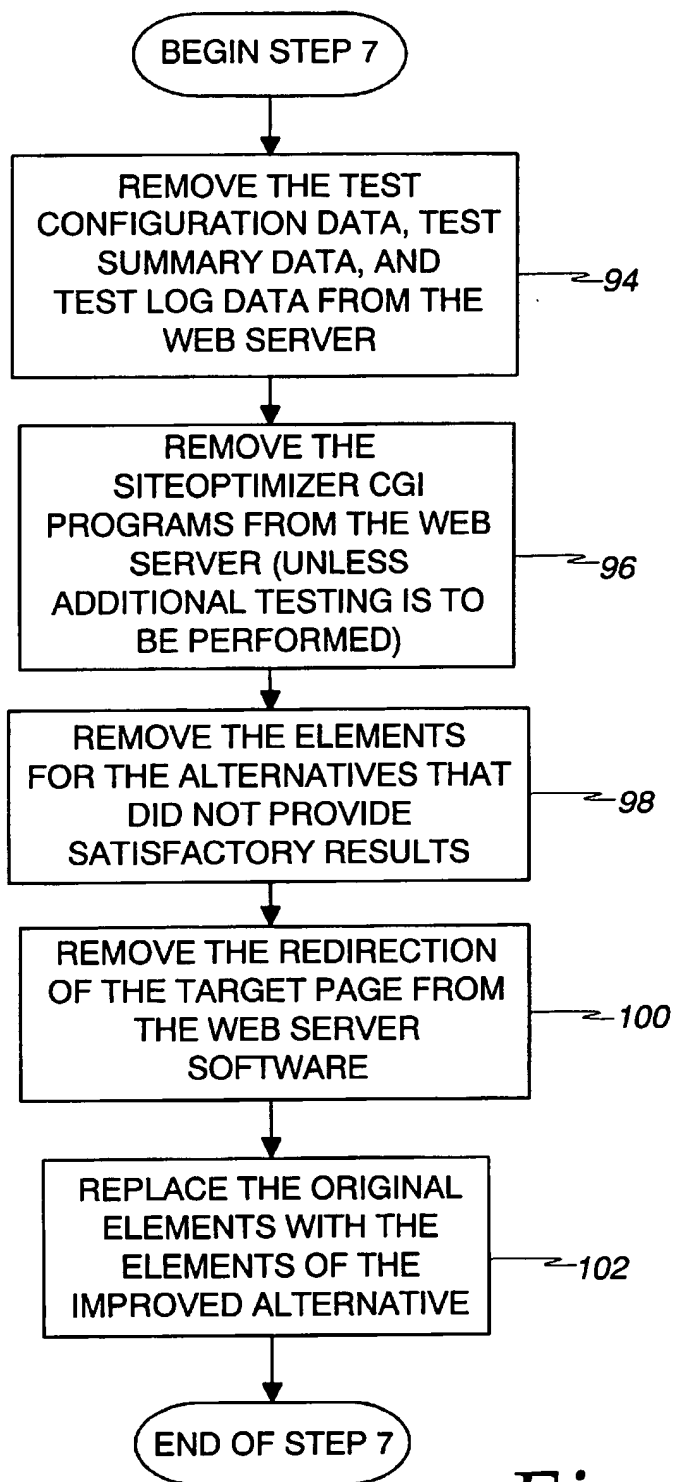
## STEP 6b- SITEOPTIMIZER TARGET CGI PROGRAM

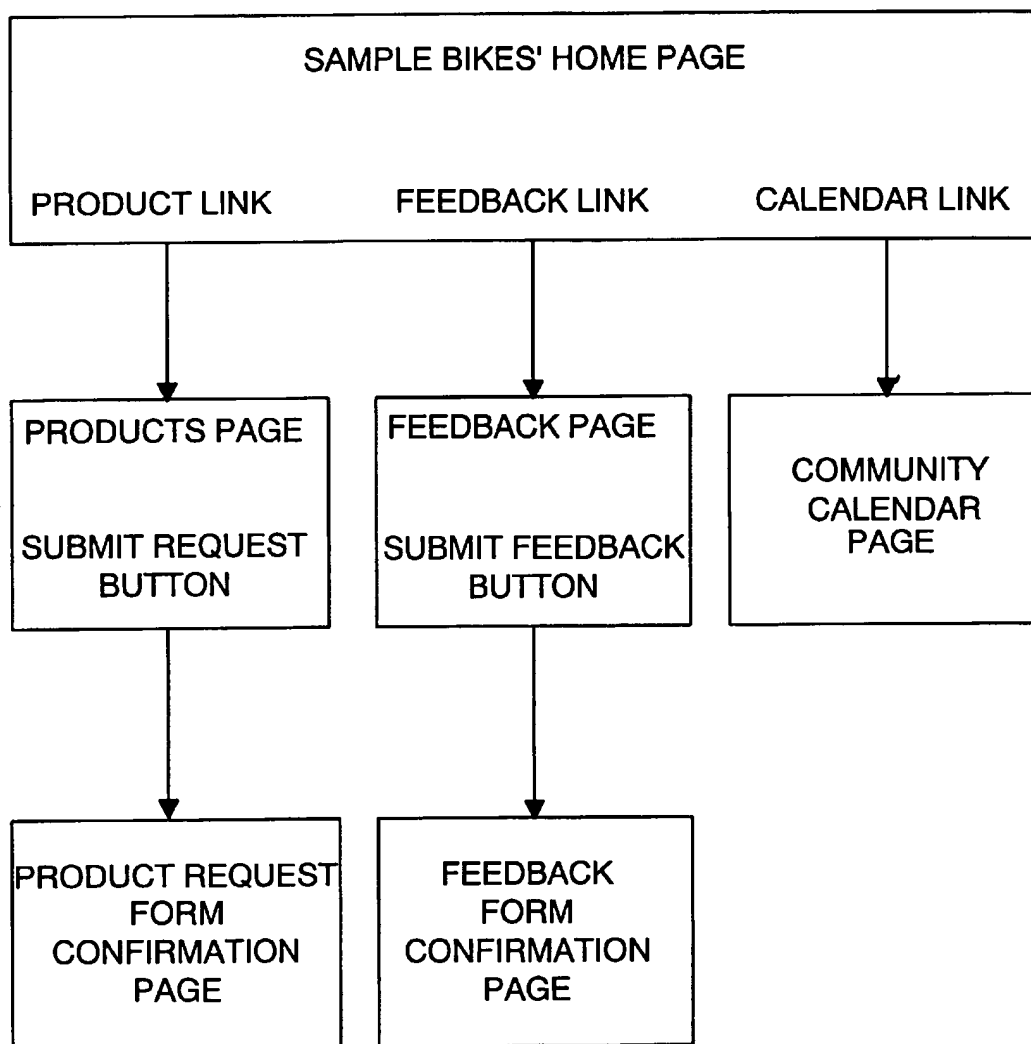
*Fig. 11*

## STEP 6c- ANALYZE TEST RESULTS

*Fig. 12*

## STEP 7- IMPLEMENT IMPROVED ALTERNATIVES

*Fig. 13*

*Fig. 14*

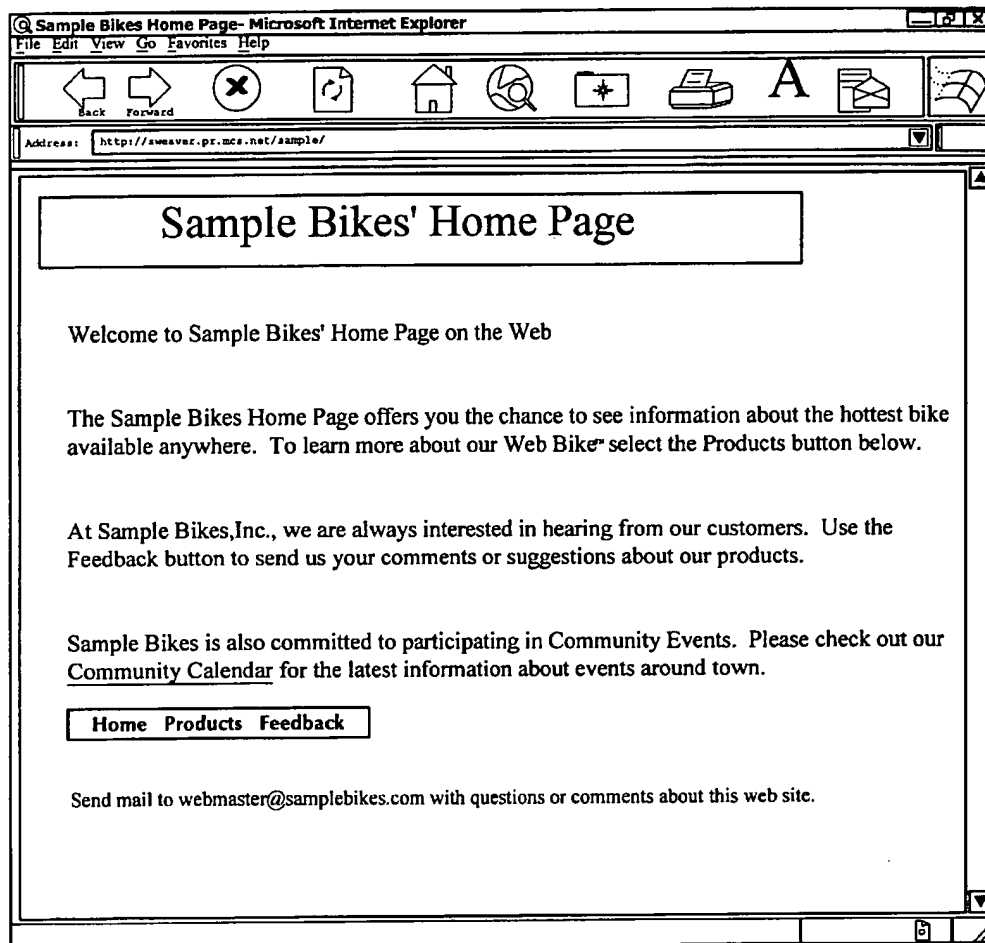
*Fig. 15*

FIG. 15

Fig. 16

Sample Bikes Home Page- Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Reload Home Find Print Font Mail

Address: C:\FrontPage Webs\content\Sample\prod01.htm

---

## Products

### Sample Bikes' Web Bike™

"The hottest new bike to hit the net"

- 26-inch Frame, under 5 lbs., Aluminum Alloy construction, 45 speeds, cushioned seat
- Folds down to 24"x24" for easy transportation in the leather carrying case (included):

---

### Information Request Form

Select the items that apply, and then let us know how to contact you

☒ Send product literature  
☐ Send company literature  
☐ Have a salesperson contact me

Name:

Title:

Company:

Address:

E-mail:

Phone:

[Home](#) [Products](#) [Feedback](#)

Send mail to [webmaster@samplebikes.com](mailto:webmaster@samplebikes.com) with questions or comments about this web site.

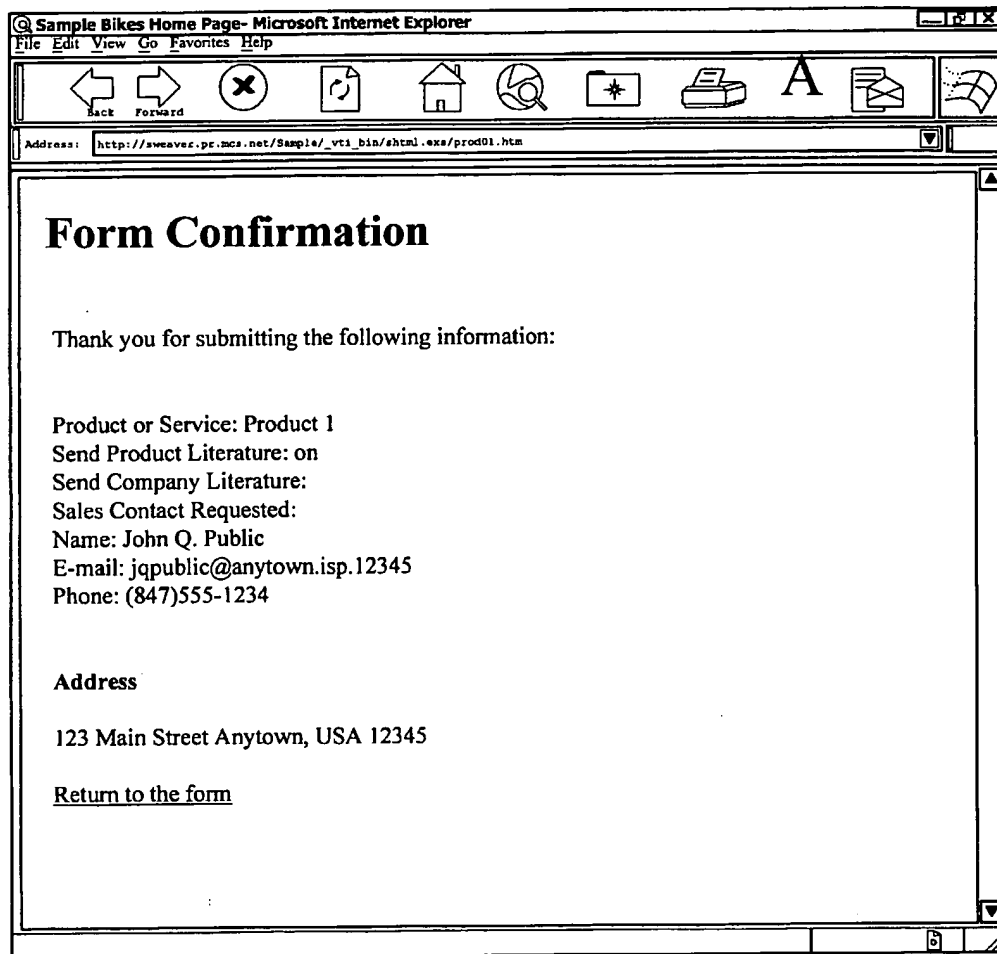
*Fig. 17*

FIG. 17 FOR REFERENCE

Fig. 18

Sample Bikes Home Page- Microsoft Internet Explorer  
File Edit View Go Favorites Help

Back Forward Stop Reload Home Search Favorites Print A Mail

Address: <http://sweaver.pc.mca.net/sample/feedback.htm>

## Feedback

[Home](#) [Products](#) [Feedback](#)

Please tell us what you think about our web site, company, products, or services. If you provide us with your contact information, we will be able to reach you in case we have any questions.

### Comments

### Category

Web site ▼

### Contact Information

Name

Company

Address

Telephone

E-mail

[Home](#) [Products](#) [Feedback](#)

Send mail to [webmaster@samplebikes.com](mailto:webmaster@samplebikes.com) with questions or comments about this web site.

FIG. 18 is a screenshot of a web browser window displaying a feedback form for "Sample Bikes Home Page". The browser is Microsoft Internet Explorer. The address bar shows "http://sweaver.pc.mca.net/sample/feedback.htm". The page title is "Sample Bikes Home Page- Microsoft Internet Explorer". The page content includes a "Feedback" heading, a navigation bar with "Home", "Products", and "Feedback" links, a paragraph asking for feedback, a "Comments" section with a text area, a "Category" section with a dropdown menu (currently showing "Web site"), a "Contact Information" section with input fields for Name, Company, Address, Telephone, and E-mail, and a footer with a "Send mail to" link and a "Home Products Feedback" navigation bar.

*Fig. 19*

**Sample Bikes Home Page- Microsoft Internet Explorer**  
File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print A Mail

Address: [http://aweaver.pr.mca.net/sample/\\_vti\\_bin/html.exe/feedback.htm](http://aweaver.pr.mca.net/sample/_vti_bin/html.exe/feedback.htm)

## Form Confirmation

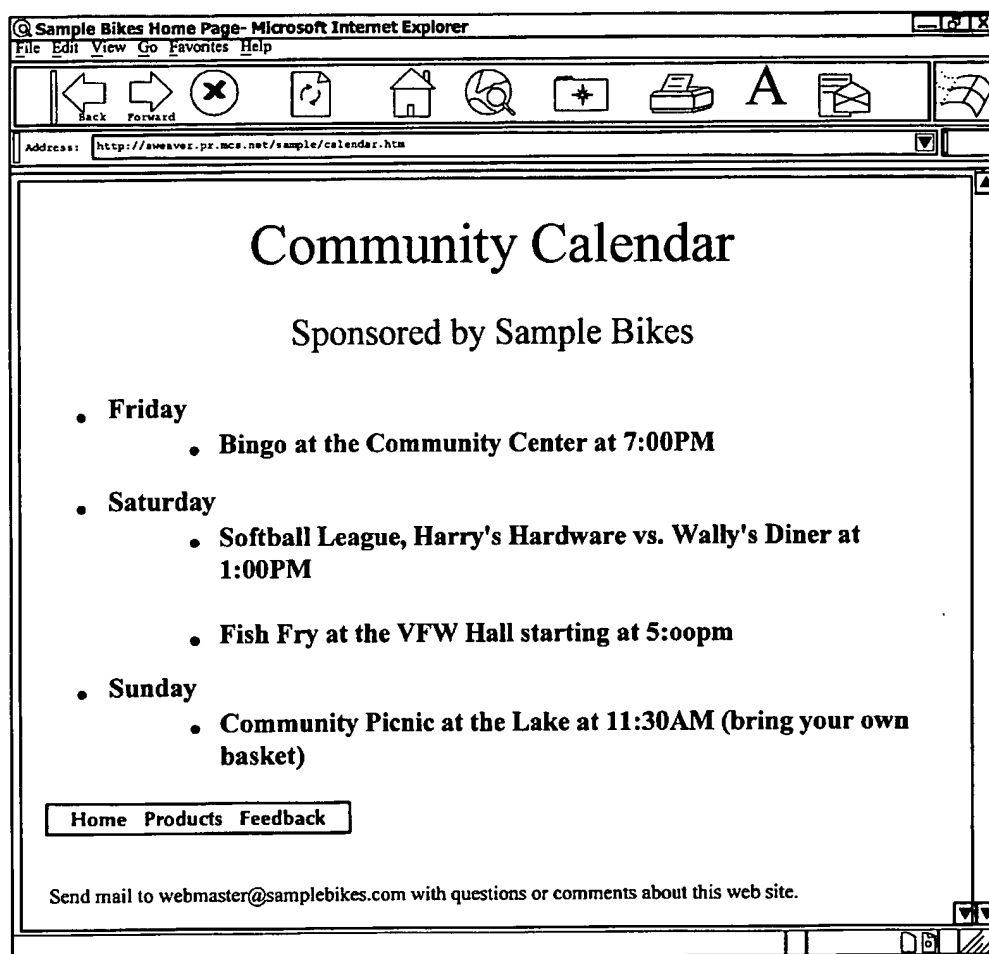
Thank you for submitting the following information:

Category: Products  
Name: John Q. Public  
Company:  
Address: 123 Main Street, Anytown, USA 12345  
Telephone: (847)555-1234  
E-mail: jqpublic@anytown.isp.com

### Comments

I think you make the best bikes in the world.

[Return to the form.](#)

*Fig. 20*

dev179.crown.icongrp.com -- [04/Sep/1996:06:57:34 -0500] "GET /careers.htm HTTP/1.0" 200 9251  
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:06 -0500] "GET /corpalt1.htm HTTP/1.0" 200 2105  
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:18 -0500] "GET /index1.gif HTTP/1.0" 200 16633  
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:30 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -  
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:31 -0500] "GET /select1.pl HTTP/1.0" 200 4465  
sweaver.pr.mcs.net -- [04/Sep/1996:08:47:57 -0500] "GET /corpalt2.htm HTTP/1.0" 200 2250  
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:18 -0500] "GET /corpalt3.htm HTTP/1.0" 200 4227  
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:34 -0500] "GET /corpalt4.htm HTTP/1.0" 404 -  
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:51 -0500] "GET /corpalt4.htm HTTP/1.0" 200 4443  
sweaver.pr.mcs.net -- [04/Sep/1996:08:49:27 -0500] "GET /index.htm HTTP/1.0" 200 2997  
sweaver.pr.mcs.net -- [04/Sep/1996:08:49:40 -0500] "GET /index1.gif HTTP/1.0" 200 16633  
sweaver.pr.mcs.net -- [04/Sep/1996:08:51:20 -0500] "GET /thanks.htm HTTP/1.0" 200 670  
sweaver.pr.mcs.net -- [04/Sep/1996:08:51:22 -0500] "GET /index1.jpg HTTP/1.0" 200 5258  
sweaver.pr.mcs.net -- [04/Sep/1996:09:06:55 -0500] "GET / HTTP/1.0" 200 3027  
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:04 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633  
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:37 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -  
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:38 -0500] "GET /select1.pl HTTP/1.0" 200 2181  
sweaver.pr.mcs.net -- [04/Sep/1996:09:09:34 -0500] "GET /select1.pl HTTP/1.0" 200 2272  
sweaver.pr.mcs.net -- [04/Sep/1996:09:10:11 -0500] "GET /select1.pl HTTP/1.0" 200 4249  
sweaver.pr.mcs.net -- [04/Sep/1996:09:10:53 -0500] "GET /select1.pl HTTP/1.0" 200 4465  
sweaver.pr.mcs.net -- [04/Sep/1996:09:11:48 -0500] "GET /thanks.htm HTTP/1.0" 200 823  
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:06 -0500] "GET /thanks.htm HTTP/1.0" 200 841  
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:17 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633  
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:43 -0500] "GET / HTTP/1.0" 200 3045  
www-m0.proxy.aol.com -- [04/Sep/1996:10:13:46 -0500] "GET / HTTP/1.0" 200 3045  
www-m0.proxy.aol.com -- [04/Sep/1996:10:13:51 -0500] "GET /images/index1.gif HTTP/1.0" 16633  
www-m0.proxy.aol.com -- [04/Sep/1996:10:14:45 -0500] "GET /index.htm HTTP/1.0" 200 3045

Fig. 21A1

www-m0.proxy.aol.com - - [04/Sep/1996:10:16:11 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:16:14 -0500] "GET /select1.pl HTTP/1.0" 200 2199  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:17:11 -0500] "GET /careers.htm HTTP/1.0" 304 -  
 ns.infores.com - - [04/Sep/1996:10:17:12 -0500] "GET / HTTP/1.0" 200 3045  
 ns.infores.com - - [04/Sep/1996:10:17:25 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633  
 ns.infores.com - - [04/Sep/1996:10:17:55 -0500] "GET /careers.htm HTTP/1.0" 200 9251  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:18:32 -0500] "GET /dvlpclnt.htm HTTP/1.0" 302 -  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:18:35 -0500] "GET /select2.pl HTTP/1.0" 200 3680  
 ns.infores.com - - [04/Sep/1996:10:18:39 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -  
 ns.infores.com - - [04/Sep/1996:10:18:40 -0500] "GET /select1.pl HTTP/1.0" 200 2272  
 ns.infores.com - - [04/Sep/1996:10:19:09 -0500] "GET /index.htm HTTP/1.0" 200 3045  
 ns.infores.com - - [04/Sep/1996:10:19:40 -0500] "GET /partners.htm HTTP/1.0" 200 1655  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:19:48 -0500] "GET /partners.htm HTTP/1.0" 304 -  
 ns.infores.com - - [04/Sep/1996:10:19:56] "GET /dvlpclnt.htm HTTP/1.0" 302 -  
 ns.infores.com - - [04/Sep/1996:10:19:57] "GET /select2.pl HTTP/1.0" 200 2114  
 www-m0.proxy.aol.com - - [04/Sep/1996:10:20:58 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -  
 lars.cooltech.com - - [04/Sep/1996:11:29:17 -0500] "GET / HTTP/1.0" 200 3045

Fig. 21A2

*Fig. 21B*Number of Requests Per Filename

<u>File Name (URI)</u>	<u>Number of Requests</u>
/	63
/careers.htm	18
/cgiemail.cgi/netroi/careers.tmp	1
/cgiemail.cgi/netroi/sendinfo.tmp	3
/corpalt1.htm	1
/corpinfo.htm	34
/dvlpcInt.htm	21
/netroi/summary1.pl	1
/partners.htm	19
/private/objectvs.htm	4
/response.htm	2
/select1.pl	55
/select2.pl	18
/sendinfo.htm	7
/showinfo.pl	3
/summary1.pl	3
/summary2.pl	1
/target1.pl?1	2
/target1.pl?2	1
/target1.pl?3	1
/target1.pl?4	1
/thanks.htm	4

Fig. 22

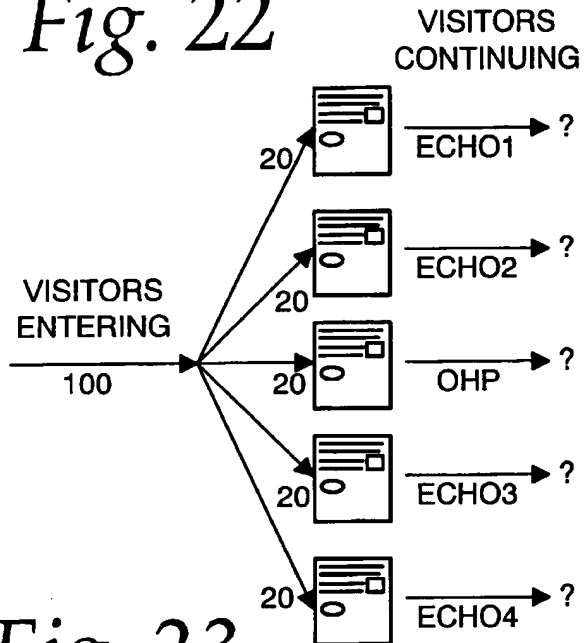


Fig. 23

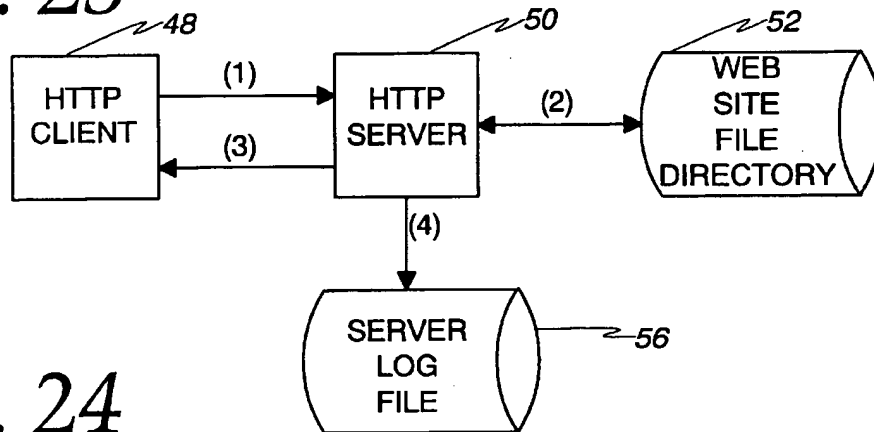


Fig. 24

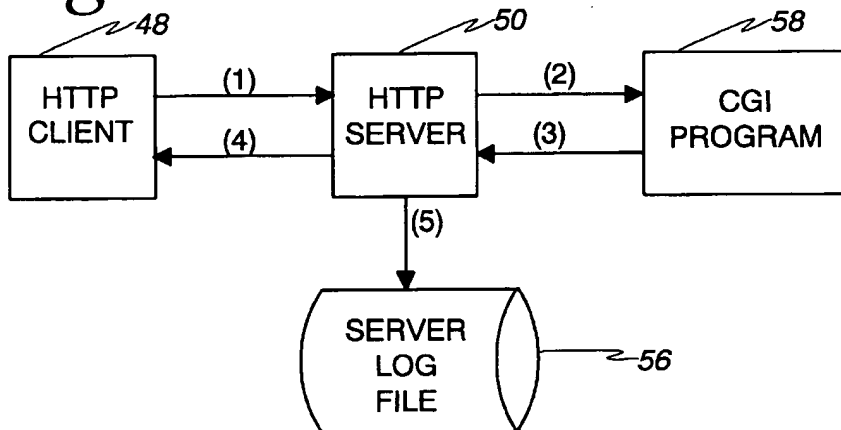
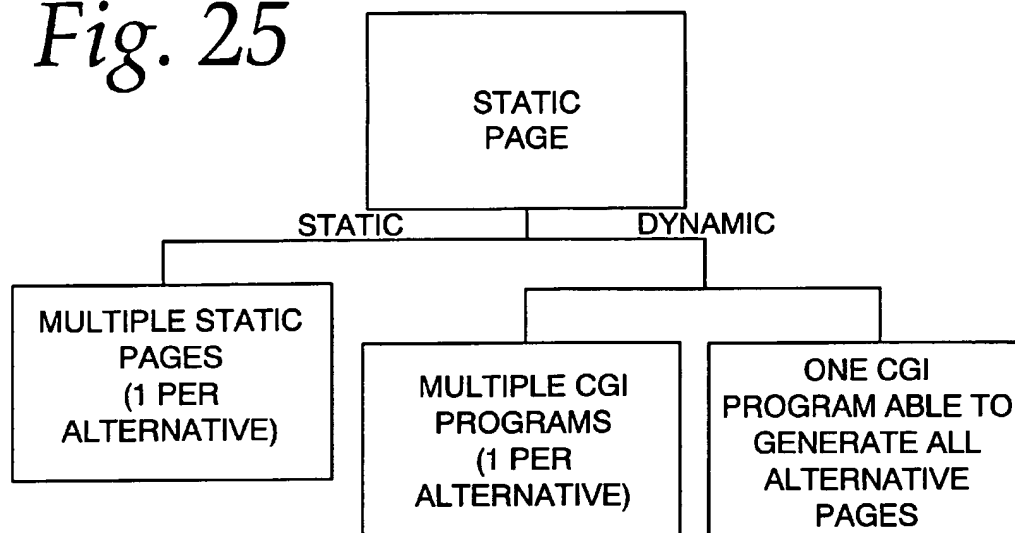
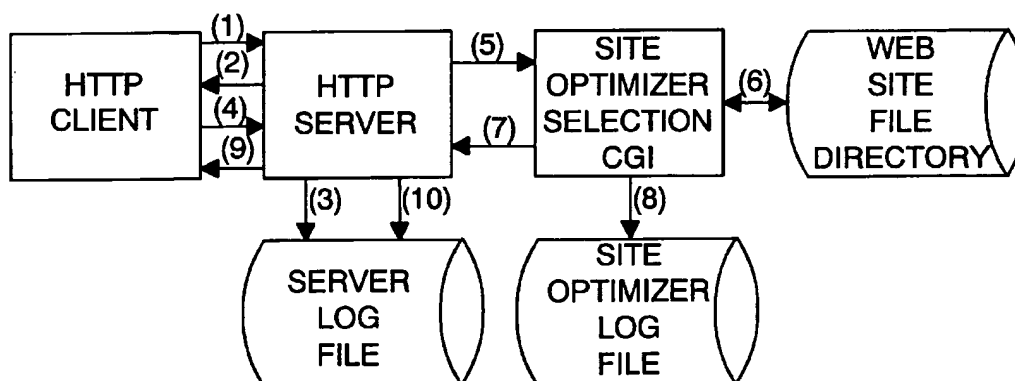


FIG. 22

*Fig. 25**Fig. 26**Fig. 27*